



(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Patent Application of:
Reza Rassool et al.

Application No.: 09/988,824

Art Unit: 2171

Technology Center 2100

Filed: November 20, 2001

Examiner: Brian D. Goddard

For: MEDIA TRACKING SYSTEM AND METHOD

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated March 8, 2004, Applicants submit the following amendments, and respectfully request reconsideration of the above-identified U.S. patent application in view of the remarks that follow.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.

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